



European Women's Academy of political leadership and campaigning

Session II: Image building and campaigning

Realised Program

Bansko, Bulgaria/ 13-16 June 2019

Venue: Kempinski Hotel Grand Arena Bansko

“Pirin” Str. 96, Bansko, Bulgaria

ABOUT THE EVENT

European Women's Academy of political leadership and campaigning is state-of-the-art training program for women to bring immediate result in the next coming election. After attending the academy women are inspired and enriched with knowledge tools to take the next step of becoming more influential in politics. Getting more influenced equals getting elected.

EWA lasts 6 months, three sessions in it and online work with mentoring the students in between.

EVENT SCHEDULE

13 June 2019

15:00 Arrival at Sofia Airport and transfer to Hotel Kempinski Grand Arena Bansko

18:30 Reconnect Session and Refreshments – What has happened since we last met?

Annika Arras, Political Campaigning Consultant, founder of EWA

Dr. Rainer Adam, Regional Director FNF East and Southeast Europe

19:30 Political Power Dance

Moderator: Radu Magdin, CEO Smartlink Communications, Romania

DINNER AT GALLERY RESTAURANT, Kempinski Hotel Grand Arena Bansko

END OF FIRST DAY



14 June 2019

08:30 Breakfast

09:15 Instructions and division of working groups in parallel workshops

	Theme 1: Framing the Message Annika Arras Vitoshka Hall	Theme 2: Public Speaking Radu Magdin Rilla Boardroom	Theme 3: Team Building Rainer Adam Winter Terrace
09:30 – 11:30	Group A	Group B	Group C

11:30 COFFE BREAK in between

	Theme 1: Framing the Message Annika Arras Vitoshka Hall	Theme 2: Public Speaking Radu Magdin Rilla Boardroom	Theme 3: Team Building Rainer Adam Winter Terrace
11:30 – 13:30	Group B	Group C	Group A

13:30 LUNCH

	Theme 1: Framing the Message Annika Arras Vitoshka Hall	Theme 2: Public Speaking Radu Magdin Rilla Boardroom	Theme 3: Team Building Rainer Adam Winter Terrace
14:30 – 16:30	Group C	Group A	Group B

COFFE BREAK in between

16:30 Library Hour, evaluation of home assignments
Moderator: Annika Arras, Political Campaigning Consultant, founder of EWA

19:30 DINNER at Baryakova Tavern (typical Bulgarian tavern)
ul. "Velyan Ognev" 3, Bansko Bulgaria

19:30 Welcoming Remarks
Daniel Kaddik, Executive Director, European Liberal Forum

20:00 Inspirational Talk with **Emma Coffey**
solicitor and Louth County Councillor, Fianna Fail Party Ireland, EWA Alumna 2016
Moderator: Annika Arras, Political Campaigning Consultant, founder of EWA

END OF THE SECOND DAY



15 June 2019

08:30 Breakfast

09:00 Campaign Tactics and campaigning plan
Annika Arras, Political Campaigning Consultant, founder of EWA

10:30 COFFEE BREAK in between

11:00 Library Hour, evaluation of home assignments
Moderator: Annika Arras, Political Campaigning Consultant, founder of EWA

12:30 LUNCH

14:30 “Freedom Trail” – Group Outdoor Activity and
DINNER

END OF THIRD DAY

16 June 2019

08:00 Energizer “Breathe Freedom”
Dr. Rainer Adam, Regional Director FNF East and Southeast Europe

09:00 Breakfast

10:00 Canvassing Training
Emma Coffey, solicitor and Louth County Councillor, Fianna Fail Party Ireland
Moderator: Annika Arras, Political Campaigning Consultant, founder of EWA

12:00 Conclusions and Feedback

12:30 LUNCH

14:00 DEPARTURE TO SOFIA AIRPORT AND END OF EVENT

With the support of:



An event organised by the European Liberal Forum (ELF). Supported by Friedrich Naumann Foundation for Freedom. Co-funded by the European Parliament.

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